



April 6, 2012

IFYI HIGHLIGHTS

- Contact Center Feedback
- Council Small Group Meetings
- Coca-Cola's "Recycle and Win" Program
- Economic Development Bonds

TO: Mayor and Members of Council

FROM: Denise T. Roth, Interim City Manager *DR*

SUBJECT: Items for Your Information

Contact Center Feedback

Attached is the weekly report generated by our Contact Center for the week of March 26, 2012 through April 1, 2012.

Council Small Group Meetings

For the week of March 30, 2012 through April 5, 2012, there were no small group meetings between City Staff and [more than two but less than five] Councilmembers.

Coca-Cola "Recycle and Win" Program

Attached is a memorandum from Director of Field Operations Dale Wyrick, dated April 5, 2012, regarding Coca-Cola bringing their "Recycle and Win" program to the Triad in June 2012.

Economic Development Bonds

Attached is a memorandum from Assistant City Manager Andy Scott, dated April 4, 2012, regarding the use of economic development bonds to provide infrastructure outside the city limits. Under the North Carolina General Statute §158.7.1, cities can use economic development bonds for projects anywhere in the county that the city is in. The Urban Development Investment Guidelines falls under this statute.

DTR/mm
Attachments

cc: Office of the City Manager
Global Media

**Public Affairs
Contact Center Weekly Report
Week of 3/26/12 - 4/1/12**

Contact Center

4610 calls answered this week

Top 5 calls by area

Water Resources

Balance Inquiry – 824
New Sign up – 223
General Info – 145
Bill Extension – 130
Sign up/Owners – 125

Field Operations

Bulk Guidelines – 125
HHW/Transfer – 74
No Service/Garbage – 57
Repair Can/Garbage – 55
No Service/Bulk – 42

All others

Police/Watch Operations – 286
Courts/Sheriff – 82
Police Records – 78
Privilege License – 63
Overgrown Lots – 38

Comments

We received a total of **1** comment this week:

Field Operations – 1 comment:

- Caller wants to thank the driver of the sweeper truck. The truck was on the corner of Cloverdale today. Customer states he did a great job cleaning the street. She said he made sure that all the debris was up. She was impressed that he took the time to make sure the job was done right.

Overall

Calls about privilege licenses and overgrown lots increased last week. Otherwise, we received the normal mix of calls. Call volume remained busy through the end of the week.

Field Operations Department
City of Greensboro



April 5, 2012

TO: Denise T. Roth, Interim City Manager

FROM: D. Dale Wyrick, P.E., Director of Field Operations

SUBJECT: Coca-Cola's "Recycle and Win" Program Headed to the Triad!

Please find the attached memo and program overview from our Solid Waste Collections Manager, Sheldon Smith, in reference to Coca-Cola bringing their Recycle and Win program to the Triad in June 2012. The City of Greensboro, along with Winston-Salem and High Point, have been selected to participate in an exciting recycling program designed to promote recycling in our region and increase the quantity and quality of recyclables collected.

Greensboro residents that receive curbside recycling service from the City will be eligible to participate in the program. Residents caught recycling the correct items by the prize patrol will be eligible for multiple drawings for a \$50 gift card to Harris Teeter.

If further information is required, please contact Sheldon Smith at 373-4379. Also, representatives from Coca-Cola are available to meet with you, Mayor Perkins, and the City Council upon request.

DDW
Attachments

cc: Michael Speedling, Assistant City Manager

Field Operations Department
City of Greensboro



April 4, 2012

TO: D. Dale Wyrick, P.E., Director of Field Operations
FROM: Sheldon D. Smith, Solid Waste Division Manager
SUBJECT: Coca-Cola Recycle & Win Challenge

As you are aware, the Solid Waste Division continues to explore numerous opportunities to increase the awareness and tonnage of our recycling program. I am pleased to inform you about our latest project - the City of Greensboro will participate in the Coca-Cola Recycle and Win challenge with High Point and Winston-Salem.

Coca-Cola began the Recycle and Win program in 2009 with the City of Charlotte and Mecklenburg County and has expanded the program into Tennessee, Virginia, West Virginia and South Carolina. All of the participating cities have seen favorable results. We will have several meetings with Coke over the next two months and plan to begin the program in June.

Please see the attached program overview explaining the Recycle and Win program in full detail. I will provide you with a timeline of events leading up to the start of the program next month. If you should require any additional information, please contact me at 373-4379.

SDS



Program Overview

March 12, 2012

Title: Coca-Cola "Recycle & Win"

Timing: June 2012

Market: Triad Area, NC

Partners: Coca-Cola
Harris Teeter
City of Greensboro
City of Winston Salem
City of High Point
TV

Communication Vehicles:

- Direct Mail – sent to every single family household in Greensboro, Winston-Salem and High Point
- In store Point of Sale material in Harris Teeter Stores
- Additional Stickers available at Harris Teeter Stores Customer Service Desk
- Press Conference
- City of Greensboro, Winston-Salem and High Point Web sites
- Television support
- Harris Teeter & Coca-Cola PR Support

Potential Communication Points:

- The cities of Greensboro, Winston-Salem and High Point want to increase recycling rates and improve the quality of their recycling
- Coca-Cola wants to raise awareness for recycling in general and to teach citizens the proper way to recycle
- Harris Teeter has a focus on recycling with recycling bins in each of their stores

Background:

In spring 2009, Coca-Cola had great success with the “Recycle and Win” recycling program in Charlotte and Mecklenburg County.

The combined resources of Coca-Cola, Harris Teeter, the State, Mecklenburg County and the City of Charlotte provided this program with a “best in class” execution that educated citizens and increased recycling rates.

These excellent results captured the attention of the City of Raleigh and the State of North Carolina Department of Energy and Natural Resources (NCDENR). In November of 2009, a Recycle and Win program was launched in Raleigh and from initial feedback it is doing very well. In Raleigh, grocery retailer Harris Teeter supported the program with both \$50 gift cards for the winners and box lunches at the Press Conference.

In June 2010, Recycle and Win kicked off in Charleston, WV with Kroger as the retail partner. Residents of the city of Charleston, South Charleston, Dunbar and St. Albans received \$50 Kroger gift cards. Fox-TV was the media partner in this area.

Recycle and Win was introduced to Nashville, TN in April 2011 and lasted through September. Kroger partnered with Coca-Cola to distribute \$15,000 to the Nashville Metro area. The Recycle events were first introduced in this area so that all county residents were able to recycle.

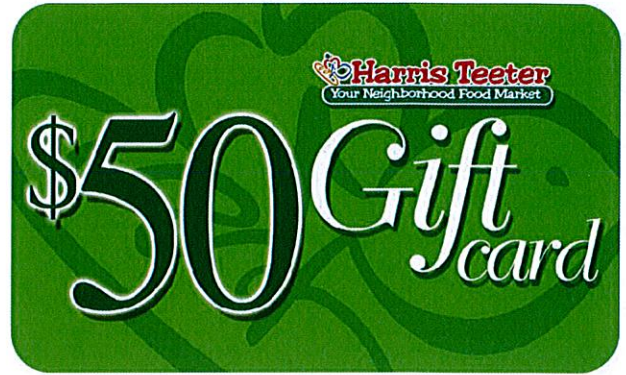
In November 2011, Coca-Cola kicked off programs in Roanoke, VA with Kroger and then Columbia, SC with BI-LO. Both programs are currently being executed.

Overview:

As in the previous programs, Coca-Cola will mail out a brochure containing a “Give It Back” sticker to all single family households within the designated area of the included city. The communication will request that residents place a sticker on their recycling bin to be eligible to participate in the program.

Consumers opt in by applying the sticker on their bins. The sticker will give permission for the Prize Patrol to inspect the contents for proper recycling execution. The Recycle and Win Prize Patrol will travel throughout the area in a promotionally wrapped Toyota Prius. On the appropriate recycling days, the patrol will search out stickered bins and check bins for proper recycling. If the inspected bin has the correct recyclables in it, the citizen can win a \$50 gift card from Harris Teeter.

The Prize Patrol will be executed by city employees in the promotionally wrapped Toyota Prius (leased at no cost to the Cities). A prize notification will be sent to the citizen's home and once qualified the winner will receive their \$50 Prize. All winners will be fulfilled by Coca-Cola and prizes will be distributed by mail only to proven recyclers.



Brochure and Sticker:

Coca-Cola will be mailing out approximately 240,000 brochures to all single family households. The participating cities will each receive their own mailer so information may be customized to relate to a specific area. The brochure will include a variety of information:

- Coca-Cola 3rd class mailing indicia
- Clear explanation of the "Opt-In" process
- Easily detachable opt-in sticker to place on the recycling bin
- Tips on proper recycling methods
- What is recyclable
- Mechanics of the promotion how to play and how to win
- Information number for more detail
- Internet information for R&W Program

Mailing Process for Brochures:

Coca-Cola will print and assemble the R&W brochures in Charlotte. Then, deliver them to the respective city to be mailed out to the citizens of Greensboro, Winston-Salem or High Point.

This step will insure the .15 cent per piece postage. Mailing from Charlotte directly will result in a slower delivery and potential cost increases.

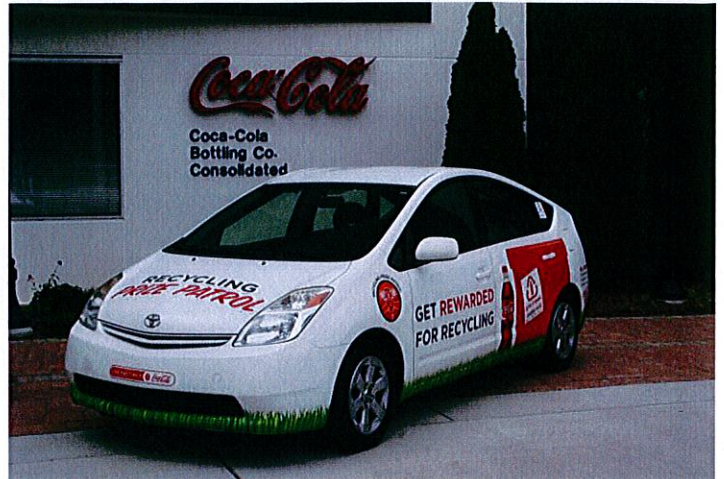
Artwork Approvals from the Cities:

All concepts will be submitted for approval to city Communication Departments.

Recycle and Win Prius:

Coca-Cola will feature a Toyota Prius to merchandise the program and for use as a Prize Patrol vehicle to selecting winners. The Prius will be wrapped with program graphics.

The Coca-Cola Prius will be on loan to the public works department.



Fulfillment:

- Employees of Greensboro, Winston-Salem or High Point Public Works will drive the "Recycle & Win" Prius throughout the area to check bins and find proper recyclers
- Winning bins will be selected and their addresses will be written down
- Winning addresses will be sent to Coca-Cola via Lindsay DePrey at Red Moon Marketing (lindsay.deprey@redmoonmkt.com)
- Coca-Cola will send the winner notification of their qualification, process all paperwork, then award the prize through the mail
- The list of winners will be shared monthly with the cities

311 Scripts:

Coca-Cola will provide the Public Works department and other facilities with a FAQ list of questions and answers about the program to use on their 311 lines. Information would include:

- Timing
- Mechanics of the program
- Rules
- Partners / Partnership
- Harris Teeter locations
- Redemption
- Where to get extra stickers

Press Conference:

City of Greensboro, City of Winston-Salem and the city of High Point, along with Coca-Cola and Harris Teeter, will call a press conference to announce and explain this new program to local media.

Key elements include:

- Press Conference location will be at a Harris Teeter Store or the Recycling Facility
- The timing will be TBD
- Speakers include:
 - City Mayors (Greensboro, Winston-Salem and High Point)
 - Lauren Steele – Coca-Cola
 - TBD – Harris Teeter
 - State officials



- Large Recycling Bin with oversized plastic bottles & aluminum cans will be the “TV Shot”
- Large Coca-Cola Trailer to be on hand with recycling message
- “Recycle and Win” Prius wrapped with updated graphics
- Oversized Harris Teeter \$50 Gift Card
- Government officials including the Mayors, members of City Council, County Commissioners and appropriate state government representatives
- Recycling Bins
- Large 20’ Inflatable Bottles
- Coca-Cola products sampled
- Lunch served by Harris Teeter
- Video Taping of Conference

Coca-Cola Refreshment Vehicle:

Coca-Cola will secure the Refreshment Vehicle for the press event on the TBD. The following are key measurements:

- 21,000 lbs truck & trailer weight combined
- 13,000 lbs trailer weight
- 30 ‘ x 50 ‘ space for all elements
- 25 ‘ height requirement (possibly as little as 15’)



Office of the City Manager
City of Greensboro



April 4, 2012

TO: Denise T. Roth, Interim City Manager

FROM: Andy Scott, Assistant City Manager

SUBJECT: Use of Economic Development Bonds outside of Greensboro's
City Limits

The location of projects funded by the City's Economic Development Bonds in accordance with Urban Development Investment Guidelines, is governed by NC General Statute §158.7.1. The statute provides that a city can provide infrastructure on property anywhere in the county in which it is located. Previous Councils have granted funding to two projects that were not located within the city limits. The first was water and sewer for Greensboro Technical Community College's Aviation Campus and the second was two-site preparations at Piedmont Triad International Airport.

AS